GEOGRAPHIC NEWS BULLETIN

Published Weekly by

THE NATIONAL GEOGRAPHIC SOCIETY

(The National Geographic Society is a scientific and educational Society, wholly altruistic, incorporated under the Federal law as a non-commercial institution for the increase of geographic knowledge and its popular diffusion.)

General Headquarters, Washington, D. C.

CONTENTS FOR WEEK OF OCTOBER 15, 1923. Vol. II. No. 12.

Note to Teachers.—This is the first issue of the GEOGRAPHIC NEWS BULLETIN for the school year of 1923–24. No bulletins were issued during the summer vacation months.

1. The Geography of Tokyo.
2. Why Study Geography?
3. The Two Smaller Islands Occupied by Italy.
4. Where Our Bananas Come From.
5. Plant Hunter Encounters Bandits.

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THE "SHIP OF ULYSSES," ISLAND OF CORFU, GREECE

Pontikonisi ("Mouse Island"), which lies at the entrance to the harbor of Corfu, according to tradition, was the Phoenician ship which brought Ulysses to Ithaca, and was afterward turned into stone by the infuriated Poseidon. "First we flew east to the heel of Italy, and then headed across the open sea to the Island of Corfu. . . Almost before we realized it, Corfu loomed up in the mist." (See Bulletin No. 3.)

HOW TO OBTAIN THE BULLETIN

The Geographic News Bulletin is published weekly throughout the school year (thirty issues) and will be mailed to teachers for one year upon receipt of 25 cents (in stamps or money order). Entered as second-class matter, January 27, 1922, at the Post Office at Washington, D. C., under the Act of March 3, 1879. Acceptance for mailing at special rate of postage provided for in section 1103, Act of October 3, 1917, authorized February 9, 1922.

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The Geography of Tokyo

TO GET a mental picture of Tokyo one must hold clearly in mind that Japan's capital was not really a city but a collection of towns and villages, grown together.

These settlements preserved their entity in the 15 "wards" so frequently mentioned in dispatches telling of the earthquake.

Tokyo has a peculiar sentimental tie with our own National Capital, because the Japanese Cherry blossom trees in Potomac Park, in Washington, constituted a gift to us, which was recognized by sending to Tokyo a consignment of American dogwood trees. There they form an annual magnet for thousands of Japanese residents at the time of their blooming.

What a Railway Ticket Tells

When one sailed up the Bay of Tokyo to Yokohama, and bought a railroad ticket to Tokyo, he sensed the distinctive flavor of Japan's capital. For the ticket would read Shinagawa, or Shimbashi, not Tokyo.

The Imperial Palace was in the aristocratic ward, or "Ku," known as Kojimachi-Ku. In this palace, originated by Ota Dokwan in 1456, formerly lived the Tokugawa Shoguns. This palace bears witness to the frequent casualties of Tokyo; it often was burned, the last time in 1873. It is not accessible to the public. A Japanese guide-book naively says, "Ordinary people are allowed to approach only as far as the end of the first bridge outside the outer gate." The palace grounds are surrounded by two moats; the perimeter of the outer one is about five miles.

In this ward also is the central station, with buildings occupying two acres. One of four entrances was reserved for the use of the Imperial family.

The Busy Latin Quarter

The Latin Quarter of Tokyo, which suffered severely, lies in Kanda-Ku. Here was the Tokyo Higher Commercial School, the first school of that kind established by the government when it launched upon a policy of adopting western business methods.

Upon the grounds of this school grow pine-trees which are survivors of the grove standing there when the school tract was part of the Shoguns' pleasure park.

This ward also was famous for a willow-tree thoroughfare, its second-hand clothes stores, and a Shinto Shrine which dates from the eighth century.

While each ward retains distinctive characteristics of the time when it was a separate town, and each has its own business section, Tokyo as a whole has a distinctive individuality. It is an "official" city; and frankly so.

Life Highly Formalized

Official hours, official guides, official guide-books, and official seasons for various sights and scenes are officially proclaimed. You come away with a sense of having been officially conducted through a fairy land of cherry blossoms, of noisy lotus flowers that bloom with a detonation, of dolls' festivals, of Geisha girl dances, and the "Temple of Knotty Timber" where lies buried Koizuni Yakkumo, native name taken by Lafcadio Hearn when he became a Japanese citizen.

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A GROUP OF "RIKISHA" MEN EXHIBITNG THEIR THIRST FOR LEARNING, THE UNIVERSAL PASSION IN JAPAN

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Why Study Geography?

Note to Teacher—Frequently grade schools and high schools enlist The National Geographic Society's aid to improve their geography teaching.

When Georgetown University wished to develop its course in Applied Geography in its new School of Foreign Service it called upon The National Geographic Society, which placed at The School's disposal its vast library and map resources and loaned a member of its Editorial Staff to work out a model university course in this subject.

The following bulletin, which is extracted from an announcement of the course, will be a valuable stimulus to pupils of upper grades and commercial geography classes:

WHY study geography?

Every literate person needs geography every time he reads a daily newspaper or studies history.

Boys and girls who intend striking out in the business world need their geography in their work.

The world is the American business man's market today.

In times past the village cobbler sold shoes to his fellow villagers; the modern manufacture sells shoes from the Avenida Alvear to Nevsky Prospekt, as well as in Main Street, U. S. A.

Essential in Selling Goods

Applied Geography is as essential in selling manufactured goods as chemistry or mechanical engineering is in making them.

The manufacturer approaches the American market knowing he cannot sell many tractors to Vermont farmers, Palm Beach clothes of light shades to Pittsburgh, or fur coats in southern Florida.

That knowledge is Geography applied through long familiarity. As his market expands, his information must expand to know why Turkey is not clamoring for cameras or bells, why Greece is demanding cosmetics, why standard American plows won't do for Venezuela.

The village cobbler knew the tastes and whims of his restricted list of customers. The exporter must be equally familiar with the wants of his customers though they be scattered from Afghanistan to Zanzibar.

Must Know "Trade Language"

Everyone realizes that a foreign salesman has a big advantage if he knows the language of the country where he goes. But a man may speak Chinese in Peking, French in Paris, and Portuguese in Macao, and still talk an alien tongue unless he knows the conditions, customs, tastes, and buying habits of the people to whom he is selling.

Applied Geography then is not abstract. When the grocery boy learns that Mrs. Smithkin's home garden vegetables are ripening, he confines his solicitations to Mrs. Tompkins, next door, who has used her yard for a tennis court. That is Applied Geography. When Morocco recently started building asphalt roads it was not long before the automobile salesmen began to arrive. That, too, is Applied Geography.

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Under the heading "January" the official guide-book prepared for Eastern visitors informs you that "people are now in their very best humor, going about paying New Year's calls."

This extreme propriety extends to gardens and parks so that one understands why members of a Japanese Commission which visited Washington some years ago were frankly impressed most deeply by our Capital's Rock Creek Park which is left as nature made it save for motor roads and bridle paths.

A Japanese "Press Agent"

Frequently Tokyo's adaptation of western ways was amusing. The Imperial Hotel, which catered to western visitors to Japan, just as one of the most beautiful hostelries of San Francisco does to Oriental travelers, engaged a "press agent." Only a few days before the disaster he wrote the following naive letter to an American editor:

> I take much pleasure in sending you the photographs of the new Imperial Hotel with story. When last old Imperial Hotel was burned to ashes, the hotel managers held a meeting for the reconstruction of it. ten men had ten opinions and seemed never to come to one point; but after considerable investigation they decided to put all affaires of reconstruction in the hands of Mr. Right who had been invited by the hotel for consulting.
>
> Mr. Right has been known as an engineer who possesses an advanced idea in the architect. He says, "The so-called modern buildings, which are being built now, will be out of men's taste about 50 years hereafter and people don't like to see the present style houses. They consequently demand new style building which has never been born.". That the people, half century hereafter, will be tired of seeing the present architectural art, is Mr. Right's principal idea in his architectural knowledge.
>
> When we enters the new Imperial Hotel, we feel as if we were being led into the Kingdom of the fairy land. Soft atmosphere with strange wall design calls for our peculiar sensations. When we stand in front of the pond, which exists just front of the main entrance, such an idea that this is modern hotel never strikes our mind, but feel as if we stand on the entrance of the castle of the fairy land.
>
> In general it seems this is very low ceiling house, and entering the hall, we feel as if something were pressing our head. Green carpet with purple and golden pattern greatly strikes our eyes. the ceiling is very wide in comparison with its height from the floor, so as I told you above, feel as if something were pressing our head.

Wards Varied Widely

Outside the pervading sense of official regulation there is infinite variety in Tokyo. Exclusive Kojimachi was very different from bourgeois Kanda. Busy, bustling Nihombashi, with its "Broadway" and "Billingsgate" was a far cry from Shiba, village of the tower gate and giant hill, native restaurants and distinctive dances.

For the humble traveler by tram, it is exceedingly difficult to get lost in Tokyo. Each car bears the number of its route and inside, at the place where, in America, one would see hosiery and washing powder advertisements, there is a comprehensive map of the city criss-crossed and circled by lines of many colors corresponding to the numbered routes.

City Maps on Billboards

This idea of placing a map of the city in the cars themselves instead of on some sequestered wall around the station may rob the traveler of the cultural advantages of tempting pictures of butter and motor cars, but it makes it easy to wander from village to village within the city limits with the minimum of delay and sign language.

In Nihombashi is the bank of Japan, occupying a building especially designed to be earthquake-proof. One part of the building has three stories underground for strong boxes, and this part can be flooded as protection against fire.

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The Two Smaller Islands Occupied by Italy

PAXOS and Antipaxos, the two smaller islands occupied by Italy after her occupation of Corfu, form a background for important bits of English literature.

Corfu looks down on Paxos and Paxos looks down on the tiny Antipaxos. All three lie in the sea where the first naval battle was fought, where Augustus and Antony vied for control of the world, and where ancient Greek liberty expired.

Ancient writers, Pliny and Polybius, grouped the islands together under the name of Paxi; their inclusion in the Ionian group is a matter of more modern terminology.

Celebrated by Poets

Paxos is more celebrated in poetry than in politics or geography. It was here that a sailor, in the tempest times of Tiberius, is reputed to have heard a thunderous voice proclaim "Pan is dead!" Plutarch first told the story, Rabelais rewrote it, and Milton, Schiller and Mrs. Browning have alluded to it. The poetic significance of the cry is taken to mark the death of paganism upon the advent of Christ and the new teachings He expounded. Mrs. Browning wrote:

> And that dismal cry rose slowly
> And sank slowly through the air,
> Full of spirit's melancholy
> And eternity's despair!
> And they heard the words it said
> Pan is dead! Great Pan is dead!
> Pan, Pan is dead!

Island of Olives and Goats

Paxos, larger of the two islands, is only about five miles long and two miles wide. On it live some 5,000 people who make their living from the olive groves and fruit orchards, and from their herds of sheep and goats. Paxos is the smallest of the seven Ionian islands, a group some times referred to as the Heptanesos.

These seven—Corfu, Cephalonia, Zante, Santa Maura, Ithaca, Cythera and Paxos—formed an independent republic under British protection until they were voluntarily ceded to Greece in 1864. The treaty of that year is interesting in view of their present occupancy by Italy. Under its second article the islands were to "enjoy the advantage of perpetual neutrality." Later a protocol limited this provision to Corfu and Paxos.

Have Military Value

While Corfu has a commercial value, the two smaller islands are important because they, with Corfu, control the Straits of Otranto, the narrow entrance to the Mediterranean.

From the latter years of the Middle Ages until 1797 all the Ionian group were subject to Venice; in that year Napoleon's overthrow of the ancient city state led

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For example, different kinds of plows are demanded because of varying soil conditions in different countries, just as in different States of the United States.

Why Plows Would Not Do

Recently an American manufacturer sent a consignment of plows to Venezuela. Not until they arrived did he learn that they could not be used in that country because oxen, instead of horses, are used for plowing. Plows are attached to the horns of oxen, which procedure gave this type of plow such a tilt that it would not take hold in the soil. The manufacturer lost $2,600 in freight, duty, and other expenses incident to shipping these plows down and back.

On the other hand, conditions which can be overcome are often encountered. A salesman for a hardware firm in the same territory concluded that the ancient type of keys used in older South American cities, which are so long they have to be folded to go into the pocket, could be displaced by the modern American type. He opened a big market.

Must Know Local Conditions

Knowledge of local conditions includes knowledge not only of what may be sold but also of ways in which to sell it.

The "hustler" with American "pep" and "snap" frequently has met disaster in South America where natives like well-phrased compliments and an observance of certain conventions.

The star salesman for a certain shoe company went to Cuba, announcing that he would cut the time of his stay and his expense account for entertainment in half. A big buyer invited him to dinner, then to the opera. About that time he rebelled and told his host he was down there for business, not pleasure. It has taken a more tactful salesman three years to win back the business one man lost in a two weeks' stay in Havana.

It usually is assumed that Latin-America is our best available market. Why? The population of Latin-America, including Mexico and the West Indies, is 75,000,000; the population of China is 336,000,000; of India, 315,000,000; and Russia, 167,000,000. Aside from proximity, what are the factors which enter into making Latin-America a better, or worse, market than these countries? These are questions whose answer should be found in a knowledge of Applied Geography.

Geography has, just beneath the surface, a world of fascinating facts, real romance, and an element of adventure that carries a wide appeal.

Bulletin No. 2, October 15, 1923.

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Where Our Bananas Come From

IMPORT figures refute the refrain of a popular song by showing we do have some bananas. This fruit which, in name at least, now is on every tongue is one of our most valuable fruit immigrants.

Known only to a handful of people on the Atlantic seaboard a generation and a half ago, and considered by them a tropical curiosity, the banana now hangs in great yellow bunches even in the remotest hamlets and in cross-roads stores.

The figures for banana imports are staggering. Between 40 and 50 million bunches were brought in last year. Allowing only three cubic feet to the piled bunch, this is more than enough of the yellow fruit to fill heaping full a gigantic box as deep as the Washington Monument and 460 feet square. Such a box would cover more than an ordinary city block. If this huge pile were evenly divided every person in the United States, old and young, would have several dozen bananas for his share. Each day on an average nearly 15 million bananas are consumed in the United States.

Was Eve's "Apple" a Banana?

The banana is supposed to have originated in India near the base of the Himalaya Mountains; but a legend among eastern Christians asserts that it had a prominent place in the Garden of Eden, and that it was a banana, not an apple that Eve ate in her search for knowledge. Botanists were perhaps unconsciously influenced by this legend, for they named two important species of the fruit *Musca paridisiaca* and *Musca sapientium* — Fruit of Paradise and Fruit of Knowledge.

No one knows how this popular American fruit came to the New World, but it seems not to have been here when Columbus arrived. One explanation is that it was taken from Spain to Santo Domingo early in the sixteenth century and from there spread rapidly to the other West Indian Islands and to the mainland. American capital and initiative placed its development on a plantation basis in Central America, and now it is grown as a commercial crop to a greater extent there than anywhere else in the world. Jamaica is the greatest island producer, while Nicaragua and Costa Rica are the chief mainland sources of supply.

Has Brought Development to Central America

A large fleet of steamers—refrigerated in summer and warmed in winter—plies constantly between Central American ports and the seaboard cities of the United States; and from these cities hundreds of cars roll daily in the effort to keep our appetite for bananas satisfied.

The development of the huge banana industry has had an epoch-making influence in the life of the Central American states. The turning of their jungle wastes into productive plantations has brought prosperity, railroad construction, harbor improvements and sanitary betterment. The "yellow and cold" gold which the Spandiards took away in early days impoverished Central America; but the great stream of golden bananas is bringing back the precious metal and is building up the country in proportion as it flows forth.

Bulletin No. 4, October 15, 1923.

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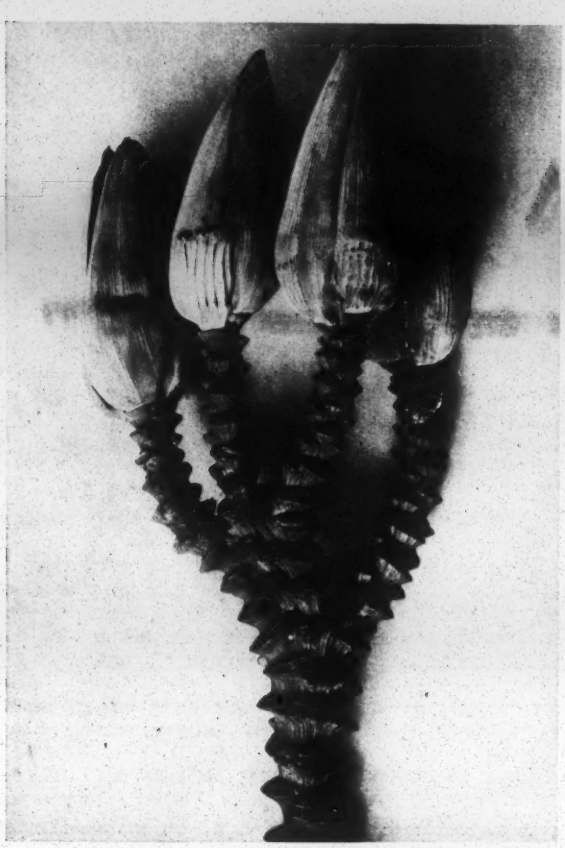
to their transfer to Austria. Later they were taken over by France and they attained their status as a British protectorate in 1815. Great Britain turned them over to Greece, against the advice of Gladstone who visited them as a special commissioner, upon the accession of Greece's new King George.

Paxos has one stream and only a few springs. England built roads on the larger islands, especially Corfu, and her chief contribution to Paxos was a system of cisterns. Before this gift her inhabitants had to bring a part of their water from the mainland, ten miles away.

The little island is largely a mass of rock. Its picturesque quality is enhanced by the belfries of numerous churches.

Bulletin No. 3, October 15, 1923.



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THE FLOWER OF THE BANANA GROWS AT THE TIP OF THE STEM, BEYOND THE FRUIT

The occurrence of four flowers on a stem is extraordinary, one being the rule. (See Bulletin No. 4.)

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Plant Hunter Encounters Bandits

DANGEROUS adventures and narrow escapes from bandits are befalling Joseph F. Rock, Washington scientist, who entered Yunnan Province, China, on a quiet search for plants, but encountered dangers from which, he writes, "I don't know where I will emerge."

Mr. Rock went to the remote Burma-Tibet frontiers of China as head of a National Geographic Society expedition which hoped to bring back numerous plants for American introduction, study the mystery of how American native corn apparently was transplanted there before 1492, and to seek a blight-resisting chestnut tree. He is the man who found the chaulmoogra trees, oil from which is used to treat leprosy.

Exciting Trip to Salt Mines

From Likiangfu, China, he wrote recently:

"I just returned from an exciting trip to the Lachiming salt mines.

"Money is dreadfully scarce, paper is useless as no one will take it, especially up here with all these tribes-people.

"I decided to risk it and make a dash for Lachiming, in the heart of the wildest mountain ranges imaginable, to get funds to carry on the work and to see me through to wherever I will emerge.

"I had four Chinese drafts on the Lachiming salt mines from the Tali Salt office.

Official Feared For His Life

"At first the Likiang official refused to give me an escort and said he feared for my life and would not let me go. Finally I said I must have money and I would risk it. He gave me two opium-sodden, disreputable wretches of soldiers as escorts. They were simply a nuisance and an expense. They were, of course, only to go as far as the next magistrate which is at Chien Chican.

"There I got four soldiers as far as Lauping. Lauping is not on any map as it is in unsurveyed territory. At Lauping which is five days west from Likiang, I got five soldiers and thence we started out through the wildest country imaginable to Lachiming. We traversed dense forests, deep ravines and high mountain passes, lonely and weird. I was not afraid going to Lachiming but I feared the return trip with about 4,000 dollars in silver in the trunks.

"I took seven of my Moso men along and the five soldiers from Lauping besides myself, so we were thirteen people in all. We reached Lachiming safely and had no trouble to get the money. I had to go at the end of the month or arrange it so that I would reach the mines on the first, which I did.

Escort For Return

"It is especially at that time that the roads are watched by the brigands, as usually on such dates money is dispatched. I was told at Talifu to arrange to be at the mines about the first of the month. It is exceedingly difficult to keep things secret. We had no sooner arrived in Lachiming that everybody knew why we came. I did not stay longer than I had to, to prevent the news traveling faster

"GO FOOT," A NOVEL METHOD OF PUNISHING KAFFIR SCHOOL BOYS IN SOUTHEAST AFRICA

It would take a long time to develop a market for shoes in this corner of the world. (See Bulletin No. 2.)

NO LABOR-SAVING DEVICES ARE WANTED IN JAVA

Human labor is cheaper than any form of mechanical device that could be introduced. (See Bulletin No. 2.)

than we did, so I left the next morning with an additional escort from Lachiming. Luckily I reached Likiang without mishap.

"I put four scoundrels into jail in Lauping where they got a beating, as they tried to foul me but I got ahead of them, and so here I am, safe with the cash with which to carry on.

Entire Town Wiped Out

"On my trip up the Yangtze and the Yundodye River toward Chungtein, I met the Grand Lama on the road who informed me that not a house has been left standing in Chungtien. The whole place has been burned and the Chinese official flew to Likiang where he is at present. Two thousand Tibetan bandits are at Hsiao Chuntien five days north of Likiang. What will happen no one knows.

"I had a letter from the Customs Commissioner. He tells of the Tengyueh magistrate having been captured by brigands and a ransom is asked of 20,000 dollars. It is certainly a problem how to get out of this country without losing one's life or all one's belongings. However, our collecting goes on apace as if it were the most peaceful place in the world."

Bulletin No. 5, October 15, 1923.

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A HIGHWAY CARRIED ONE MILE ACROSS COUNTRY

This was the most striking freak of the earthquake of December, 1920, in Kansu Province, China. A quarter-mile section of an old road, with the big poplars which line it, was cut off from the highway by a landslide and carried on the back of the river of earth for nearly a mile, where it was left in an almost natural position. All this took place in a few seconds of time. The conformations and waves into which the swirling earth resolved itself are plainly seen.